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**Amendments to the Claims:**

1. (currently amended) A method of dynamic group addressing in a digital audio receiver unit, comprising the steps of:

receiving a plurality of messages broadcast to a digital audio receiver among a plurality of digital audio receivers;

receiving at least one environmental input at the digital audio receiver ,wherein the at least one environmental input comprises at least one among vehicle health conditions selected from the group comprising an odometer reading, a temperature reading, a tire pressure reading, a coolant level reading, an air bag deployment status, an ABS break status, or an engine status; and

selectively decoding at least one of the plurality of messages broadcast dynamically based on a selective call address and said at least one environmental input received at the digital audio receiver.

2. (Original) The method of claim 1, wherein the step of selectively decoding comprises the step of modifying a group address stored in the digital audio radio based on said at least one environmental input received to create a modified group address and comparing the modified group address with a received group address associated with one of the plurality of messages.

3. (Original) The method of claim 1, wherein the step of selectively decoding comprises the step of comparing a group address stored in the digital audio radio with a received group address associated with one of the plurality of messages and further comparing a field appended to the received group address with a value corresponding to the at least one environmental input.

4. (Original) The method of claim 1, wherein the step of selectively decoding comprises the step of comparing a received group address from one of the plurality of messages with an address in a current group address table that is updated with group addresses from a comprehensive group address table based on the environmental inputs received at the digital audio receiver.

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5. (Cancelled) ~~The method of claim 1, wherein the step of receiving said at least one environmental input comprises the step of receiving at least one among vehicle health conditions selected from the group comprising an odometer reading, a speed reading, a temperature reading, a tire pressure reading, a coolant level reading, an air bag deployment status, an ABS break status, or an engine status.~~
6. (Previously presented) The method of claim 1, wherein the step of receiving at least one environmental input further comprises the step of receiving user inputs.
7. (Original) The method of claim 6, wherein the step of receiving environmental input further comprises the step of determining if a user is using a program identification function on the digital audio receiver.
8. (Original) The method of claim 6, wherein the step of receiving environmental input further comprises the step of determining if a user subscribes to a pay-per-listen subscription.
9. (Original) The method of claim 1, wherein the step of receiving environmental inputs further comprises the step of determining a user's listening habits.
10. (Previously Presented) A digital receiver unit having dynamic group addressing, comprising:  
a digital audio receiver for receiving a plurality of messages that can be targeted;  
a plurality of environmental inputs used for targeting at least one of the plurality of messages, wherein at least two environmental inputs are selected among the group comprising an odometer reading, a vehicle emergency system status, a vehicle user alert, a temperature reading, a tire pressure reading, a coolant level, an airbag deployment status, and a location; and  
a processor programmed to:  
(a) receive at least one of the plurality of environmental inputs;  
(b) dynamically address the plurality of messages based on the data obtained from the at least one of the plurality of environmental inputs.

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11. (Previously Presented) The digital receiver unit of claim 10, wherein at least one additional environmental input is selected among one or more of the group comprising a program ID status, a pay-per-listen subscription status, a mobile/home use status or a listening preference based on actual listening habits of a user.

12. (Original) The digital receiver unit of claim 10, wherein the digital receiver unit is a satellite digital audio radio.

13. (Previously presented) A digital receiver unit that can be dynamically addressed, comprising:

- a receiver capable of receiving a plurality of content specific messages; and
- a processor for receiving at least one environmental input used to dynamically address the receiver, wherein the at least one environmental input is selected among one or more of the group comprising an odometer reading, a temperature reading, a tire pressure reading, a coolant level, an airbag deployment status, a vehicle emergency system status, and a vehicle user alert and wherein the processor is programmed to selectively decode messages matching a condition set by the at least one environmental input.

14. (Original) The digital receiver unit of claim 13, wherein the processor selectively decodes by modifying a group address stored in the digital receiver unit based on the at least one environmental input received to create a modified group address and wherein the processor further compares the modified group address with a received group address associated with one of the plurality of content specific messages.

15. (Original) The digital receiver unit of claim 13, wherein the processor compares a group address stored in the digital receiver unit with a received group address associated with one of the plurality of content specific messages and further compares a field appended to the received group address with a value corresponding to the at least one environmental input.

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16. (Original) The digital receiver unit of claim 13, wherein the processor compares a received group address from one of the plurality of content specific messages with an address in a current group address table that is updated with group addresses from a comprehensive group address table based on the environmental inputs received at the digital receiver unit.

17. (Previously presented) The digital receiver unit of claim 13, wherein at least one additional environmental input is selected among one or more of the group comprising a location, a mobile/home use status, a program ID status, a pay-per-listen subscription status, or listening preferences based on actual listening habits of a user.

18. (Previously Presented) A satellite digital radio capable of being addressed with selective call messages, comprising:

- a selective call receiver for receiving a plurality of messages targeted for a group of users meeting a specified criteria;

- a plurality of inputs coupled to a user interface for the satellite digital radio for providing at least a portion of the specified criteria, wherein the specified criteria is extracted from at least one or more inputs selected among the group of an odometer reading, a temperature reading, tire pressure reading, a coolant level, an airbag deployment status, a vehicle emergency system status, and a vehicle user alert; and

- a decoder coupled to the selective call receiver for decoding at least a portion of the plurality of messages matching a dynamic group call address created with and meeting the specified criteria.

19. (previously presented) The satellite digital radio of claim 15, wherein the decoder uses additional specified criteria extracted from at least one or more inputs selected among the group of a location, a program ID status, a pay-per-listen subscription status, a mobile/home use status or a listening preference based on actual listening habits of a user.

20. (Original) The satellite digital radio of claim 16, wherein the satellite digital radio is integrated in a telematics system in an automobile.